91.7
STUDENT RADIO FOR AUSTIN
KVRX

THE UNIVERSITY OF TEXAS
P.O. BOX D
AUSTIN, TX 78713-7209
BUSINESS LINE: (512) 471-5106
FAX LINE: 471-8177
REQUEST LINE: 495-KVRX

KVRX 91.7 FM

KVRX is the student radio station at the University of Texas at Austin, serving the Austin community at 91.7 FM. The mission of KVRX is twofold: First, is to provide the Austin community with quality, non-commercial music, news, sports, entertainment, and community affairs programming; second, is to provide students with the practical experience of managing and operating a radio station. In manifesting this mission, KVRX is dedicated to playing the most current music representing a diverse number of genres, and giving local musicians, and local arts organizations the exposure they need and deserve. In doing this we need to create a partnership with a business such as yours.

10 Strong Reasons for Underwriting on KVRX 91.7 FM

* **Partnership:** KVRX's official slogan, "None of the Hits, All of the Time," is a clear statement about our dedication to excellent, non-commercial programming. By sponsoring KVRX you create a partnership that will reinforce your company's image and reputation.

* **Large Coverage Area:** KVRX is a full 3,000 watt station that blankets all of Austin, assuring optimal broadcast quality and coverage to the people who matter most to your business.

* **Excellent Reach:** KVRX is consistently one of the most recognized and top rated college radio station in the US. As recently as Fall 1994, KVRX was awarded #1 Radio Station of the year by the National Association of College Broadcasters for its commitment to unique and diverse programming. Every day thousands of Austinites listen to KVRX, providing your company with excellent exposure and high visibility.

* **Quality Audience:** college radio has traditionally attracted a young, educated audience, with money to spend on things such as books, records, food, housing, entertainment and clothes. In fact, the student population at UT comprises one of the most significant markets for local businesses in Austin.

* **"Narrowcasting":** employ "niche" advertising to its fullest potential. By design, underwrite specific KVRX programs and target specific audiences. With over 30 different programs, KVRX offers great flexibility to maximize your media placement dollars. Like our listeners, choose the mix of programs which best meet your needs. "Narrowcast" versus "broadcast."

* **"Eclectic" Format:** our diverse programming format gives our underwriters a number of exciting alternatives. KVRX broadcasts Jazz, Rhythm and Blues, Folk music, Brazilian music, college rock, World Beat/African music, local music, News and Information programming as well as sports.

* **Low Cost:** by design, underwriting is both affordable and very cost-effective. Large or small, we want to build a lasting relationship with your company, delivering excellent value to you for as little as $300 dollars per year. Call us today to explore the most cost-effective options.

* **Added Value:** each underwriter also receives free placement of your logo in our monthly newspaper The Call Letter. Over 1,000 copies are now distributed on and around the UT campus. It's another way to positively reinforce your partnership with KVRX.

* **Tax Benefits:** depending on your accounting procedures and current tax laws, you may treat underwriting as a normal business expense or charitable donation.

* **"No Competition" Rule:** to protect and maximize your company's affiliation with KVRX as an underwriter, we will not allow your competitors to underwrite the programs you support.

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https://archive.org/details/kvrx-docs-3

The Student and Professional Staff of
Texas Student Publications

CONGRATULATES KVRX-FM 91.7

TSP SAYS GREAT WORK TO THE STAFF OF KVRX WHO WERE JUST AWARDED:

1994

STATION OF THE YEAR

BY

THE NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

AT THEIR ANNUAL MEETING IN PROVIDENCE, RHODE ISLAND.

The award was based on the cumulative efforts and accomplishments of all of KVRX's departments including news, production, public affairs, and management. Way to go folks!

*Also, congratulations on your imminent arrival to the Austin airwaves this Tuesday night.

Daily Texan
November 15,1994

6. KVRX-FM: The other half of 91.7 broadcasting cycle is KVRX, which gains control of this frequency from the early evening until the next morning. Finally, Austin has a student-run, alternative-oriented, non-commercial radio station that can be picked up without cable. In a city that bills itself as the live music capital of the world, the emphasis on local artists fills a long-neglected niche.

Austin Chronicle
Jan. 13,1995

KVRX: Don't Get Any Better

Dear Sir:

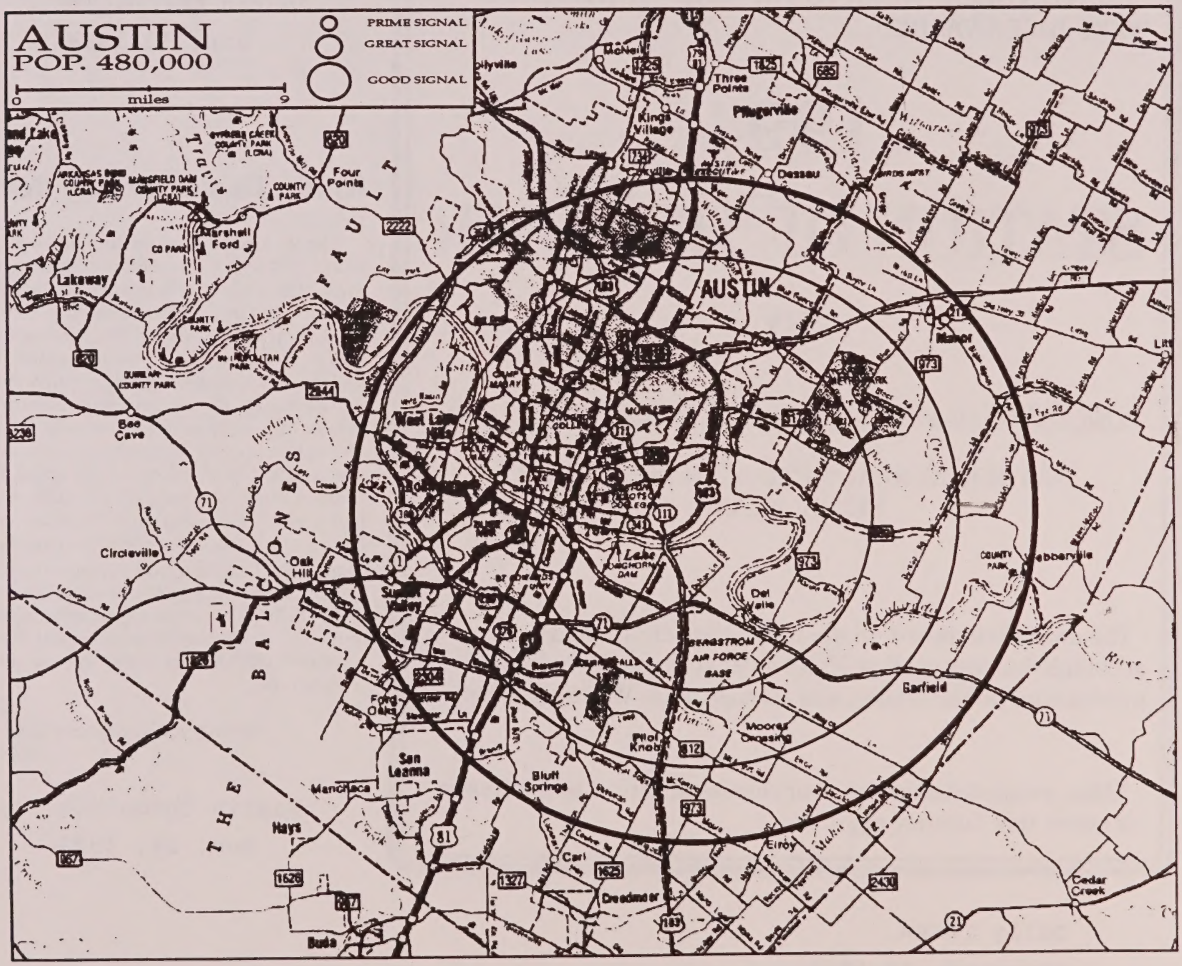
Like Mr. Lieck, I was also disoriented when I first found KVRX 91.7. It was last weekend that I made my search, and I was both elated to find the new, long-awaited free station on my dial and discouraged by my impression that the power source must be an old Fifties, 25-watt tube amplifier. Today, I find the station comes in clear on both my tuner and my wife's car. I still can't get it in my car but that's the breaks. I'll just car-pool with my wife. Ecologically sound, hmmm, zzzz. Empty spaces in the air. Occasional valley speak. News of the inane. Silly disclaimers about obscenity on the radio waves. No four-plays. No seventh callers. No radio personality battles. Music I would not be privy to unless I could go to all the bars I am too old to attend on nights I have to get my requisite five hours of sleep. I love it. I'll bet KNNC executives are secretly embarrassed by their slick commercialism in contrast. Message to you fools at KVRX: please don't get any better than you are now.

Sincerely,
Up later than I expected to be tonight
Bill Loducick

Austin Chronicle
Nov. 24, 1994

KVRX Broadcast Area

KVRX's broadcast reaches the entire Austin area. We broadcast at 3,000 watts. KVRX began broadcasting on the FM airwaves at 7:00 PM on Tuesday, November 15, 1994. KVRX broadcasts from 7 PM to 9 AM weekdays and from 10 PM to 9 AM on weekends.



KVRX SPECIALTY SHOWS

Monday

The Blues Show (7-8 am): Ranging from old to new, national to regional, this show features any and all aspects of Blues. Tune in and hear all the stuff besides Stevie Ray.

My Darkest Hour (8-9 am): Country at its finest.

Pink Noise (11 pm - 12:30 am): Country, rock, house, and folk music from gay and lesbian friendly artists, plus a community calendar and entertainment news.

Tuesday

Welcome to the Cheap Seats (7-9 am): Soca, Quaali, Son Cubano, Bloco Afro, Juju, and Palm Wine. That's just part of the musical vocabulary that makes up "Welcome to the Cheap Seats," the world music program. Liven up your morning drive with Shoukichikina, The Mighty Sparrow, Nusrat Fateh Ali Khan, Baaba Maal, Apache Indian, Mario Bauza, Caetano Veloso, and others.

The Dub Vendor (11 pm - 1 am): Reggae. No matter what the people say the Dubwize sound leads the way. Step on and off the beat.

The Dick Fudge Show (1-3 am): An exploration of tension, tranquility, and absurdity. As a cultural interrogation and subversion of the form of commercial radio, the show conceals and reveals itself in the play of sound. If you find beauty in the not so random unpredictability of sound, please feel free to stop by.

Wednesday

Music from the East (7-9 am): A variety of Asian songs, including Mandarin, Canto-pop, Taiwanese folk, and Japanese songs. Chinese culture will be explored, including Chinese ancient history, classical literature, Chinese traditions and festivals, the similarities and differences of Chinese in different Asian countries, Chinese music industry and trends, and upcoming Asian cultural events in Austin.

Rescue 91.7 (11 pm - 1 am): Punk music.

Thursday

Fiesta Pan Americana (7-9 am): Listen to the hot, sexy dance tunes as well as traditional Latino music.

The Ho Show (11 pm - 1 am): It's about being independent, strong, and assertive, celebrating all types of wimmyn's music.

Frop-Induced Audio Acu-Beating (1-3 am): SubGenius programming.

Friday

Wake Up in Texas (7-9 am): Wake up to the best of Texas folk, country, rockabilly and more.

Texas Caviar (9-11 pm): A new tradition in Texas values, from the roots of Texas punk, rap, and blues to the snarl and groan of its most current artists.

Underground Inflections (11 pm - 1 am): Hypercurrent critical beat down of the most subterranean hip-hop flavors.

Soul System (1-3 am): Broadcasting live from Jupiter, Dr. Revolution spins grooves that will nurture your intergalactic soul. From James Brown to James Blood Ulmer, the Soul System transmits the best in funk and soul music.

Weekend Specialty Shows

Saturday

Showtoonz (7-9 am): Listen to the only show on radio that plays hits from your favorite musicals — from Jesus Christ Superstar to Oklahoma to Xanadu.

Techno Invitro (11 pm - 1 am): Explore the broader realms of energy through the expansion of dance. Experience the latest in trance, deep house, funk, progressive, and gard beat techno.

Metalenema (1-3 am): The show is hard, loud, and scary (and so is the music). Death metal, speed metal, black metal, industrial metal.

Sunday

Roots & Routes (7-9 am): An international mix of global grooves. Musical migrations within and between the nations. Hybrid rhythms, samples, versions galore, talking drums, traveling basslines. Messing with conventional wisdom about "World" music. Hosted by America's guest.

Hunger is From (9-10 pm): Spoken word from the likes of NegativeLand and William S. Burroughs.

Jazz 'Round Midnight (11:30 pm - 1 am): Listen for the jazziest hours of your week — be ready for the challenge for the best.

Siberian Drive Time (1-3 am): A weekly exploration of avant-garde, experimental, and new music. Sounds from contemporary composers, free and third stream jazz and electronic/industrial/musique concrete are just some of the terrain to be found.

Sample Underwriting Acknowledgments

"This portion of programming was brought to you by *XL-ent,* which appears in the Thursday edition of the *Austin American Statesmen.*"

"This hour of programming is brought to you by *Sound Exchange*, at 2100 Guadelupe and specializes in used and new records and CDs."

"This portion of "Texas Caviar" is brought to you by *Local Flavor*, at 536 East Fifth Street. *Local Flavor* specializes in the most current releases from local musicians as well as T-shirts, posters and books."

91.7 KVRX
Broadcast Underwriting Rate Card

Programming	Cost Per Spot
AM Drive Time mornings 6am-9am, M-F 30 second spot*	**$11**
Specialty Shows **(Music, Non-Music and Volleyball)** 1/2 - 2 hours shows, once a week 30 second spot*	**$9**
News/Sportscasts morning and evening M-F 15 second announcement	**$9**
Free Form Alternative - Evening 30 second spot* OR 15 second announcement	**$7**
Free Form Alternative - Overnight 30 second spot* OR 15 second announcement	**$4**
Cable Time M-F 9am-7pm, Sat-Sun 9am-10pm 30 second spot* OR 15 second announcement	**$2**

* production included for orders of $50 or more

All Underwriting with KVRX is 100% tax deductible.

91.7 KVRX

Call Letter Underwriting Rate Card

Full Page	10x13	$280
2/3 Page	7x13	$185
1/2 Page	5x13	$145
1/3 Page	5x8.5	$100
1/4 Page	5x6	$70
1/8 Page	5x3	$40

Ads can be either horizontal or vertical.

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AUSTIN, TX 78713-7209
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FAX LINE: 471-8177
REQUEST LINE: 495-KVRX

Broadcast Underwriting Agreement

Account #: _____ Date: _____ KVRX Contact: _____

Company: _____ Contact: _____ Phone: _____

Address (city, state and zip): _____

NOTE: Spots are contingent on availablility. KVRX contact will call to confirm times.

Specify the number of spots:

AM Drive Time	_____ spots @ $11 each,	subtotal = _____
Specialty Show	_____ spots @ $9 each,	subtotal = _____
News/Sportscast	_____ spots @ $9 each,	subtotal = _____
Free From - evening	_____ spots @ $7 each,	subtotal = _____
Free From - overnight	_____ spots @ $4 each,	subtotal = _____
Cable Time	_____ spots @ $2 each,	subtotal = _____

Package Deal information, if applicable:

Specify the dates and/or show to be aired, include the number of spots for each:

Information to be included in the spot:

Authorized by:

Underwriter	KVRX Representative
Title	Title

TSP Business Manager	Date	❒ Paid, receipt#

THE UNIVERSITY OF TEXAS
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AUSTIN, TX 78713-7209
BUSINESS LINE: (512) 471-5106
FAX LINE: 471-8177
REQUEST LINE: 471-5872

Call Letter Underwriting Agreement

Account #: _____ Date: _____

Company: _____ Contact: _____ Phone: _____

Address (city, state and zip): _____

Approximate date for issue release: _____

Check the appropriate box.

☐	Full Page	$280
☐	2/3 Page	$185
☐	1/2 Page	$145
☐	1/3 Page	$100
☐	1/4 Page	$70
☐	1/8 Page	$40

Authorized by:

_____ _____
Underwriter KVRX Representative

_____ _____
Title Title

_____

_____ _____
TSP Business Manager Date

☐ Paid, receipt# _____